

Message Text

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13

ACTION EB-11

INFO OCT-01 EA-11 ADP-00 CAB-09 CIAE-00 COME-00 DODE-00

INR-10 NSAE-00 RSC-01 FAA-00 L-03 RSR-01 /047 W

----- 006568

R 230308 Z MAY 73

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 4312

INFO AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 2208

E. O. 11652: N/ A

TAGS: ETRN

SUBJECT: NEW PANAM SERVICE TO KUALA LUMPUR

1. THE LOCAL PANAM MANAGER INFORMED THE EMBASSY TODAY THAT STARTING JULY 1 PANAM WILL LAUNCH A ONCE- A- WEEK 707 FREIGHTER SERVICE FROM SAN FRANCISCO VIA TOKYO TO KUALA LUMPUR. MR. ARTHUR WEE INDICATED THAT THE SERVICE OUTBOUND FROM SAN FRANCISCO SHOULD EASILY BE FILLED, BUT THAT RETURN SERVICE WILL REQUIRE STRONG SELLING BY PANAM IN THIS MARKET TO OBTAIN CAPACITY FREIGHT. HE TERMED THE LOCAL CUSTOM OF UNDERCUTTING FREIGHT RATES TO ADVERSELY AFFECT THE COMPETITIVENESS OF THE US CARRIER. HOWEVER, WITH THE GROWTH OF THE EXPORT-ORIENTED ELECTRONICS INDUSTRY IN MALAYSIA (TEN FIRMS ARE ALREADY IN PRODUCTION; TWENTY- SIX OTHERS IN VARIOUS STAGES OF IMPLEMENTATION) AIR FREIGHT TRAFFIC OUT OF MALAYSIA SHOULD QUICKLY GROW IN VOLUME.

2. THE AGREEMENT FOR PANAM' S OPERATIONS IS A FIRST FOR PANAM, WHICH UP TO THE PRESENT OPERATED EXCLUSIVELY OUT OF SINGAPORE IN THIS AREA.

3. PANAM' S ANNOUNCEMENT FOLLOWS CLOSELY ON THE RECENT AGREEMENT BETWEEN MALAYSIA' S NATIONAL CARRIER, MAS AND TWA FOR THE MOVEMENT OF FREIGHT BY MAS TO HONG KONG, WHERE IT WILL BE TAKEN OVER BY TWA FOR US DELIVERY.

CHESLAW

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NMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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